



DIVERSITY,
EQUITY &
INCLUSION



MAKING A DIFFERENCE THROUGH OUR COMMITMENT TO **DIVERSITY,** **EQUITY AND INCLUSION**



Discover how IMA is
advancing Diversity,
Equity and Inclusion
for our associates
and communities.

At IMA, our journey towards advancing Diversity, Equity and Inclusion (DEI) is deeply rooted in who we are and the organization we've built. Today, we seek to be a leader in progressing this important work for the betterment of our clients, associates and communities. Below are our strategic pillars and recent accomplishments:

DEI PILLARS & KEY ACCOMPLISHMENTS



Talent

Improve IMA's practices related to building, retaining and advancing a diverse workforce.

- + Implemented a new HR Information System, providing improved tracking of associate demographics to drive transparency and accountability
- + Established intern recruitment partnerships to develop IMA's candidate pipeline
- + Leverage Textio to remove bias from job posts and ensure inclusive candidate outreach
- + Participate in the Arrupe Work Study Program, which provides high school students from underrepresented backgrounds with corporate experience in entry-level positions



Community

Commitment to supporting and serving diverse communities through volunteerism, financial support and building employment pathways.

- + Leader of Colorado Companies United Against Racism, through which IMA has encouraged 160 business, nonprofit and community leaders to pledge on behalf of their organizations to fight racism in their companies
- + Founding member of Colorado Inclusive Economy, guiding the creation of new processes to build a more diverse workforce
- + In 2022, IMA and its associates donated nearly \$200,000 to local nonprofits and committed over 7,500 volunteer hours, benefiting a variety of communities where we live and work



Culture

Diversity awareness education and frameworks to truly make IMA the most welcoming place it can be for its associates, clients and community partners.

- + DEI Policy codifies IMA's commitment to cultivating a diverse and inclusive culture
- + Corporate and local DEI Committees with nearly 50 members set goals, establish policies and create partnership opportunities
- + Launched IMA's first Associate Resource Groups (ARGs) in 2022, the Women's Network+ and PRIDE+, with 25% of the organization participating as members
- + Bi-monthly DEI Speaker Series, led by Chairman & CEO Rob Cohen and featuring IMA associates and outside experts
- + LinkedIn Learning DEI Pathways provide ongoing DEI education for all associates
- + Launched an annual DEI Summit



Client

Benefit IMA clients through different perspectives on products and services and expand the diversity of IMA's client base.

- + Facilitated client consults and participated in panel discussions to serve as an advisor on DEI strategy and best practices
- + Contributed to requests for proposals (RFPs), embedding DEI as an element on which client relationships are formed
- + Established a Supplier Diversity Policy, ensuring IMA finds the best suppliers through open competition; consciously seeking use of businesses owned by minorities, women, veterans, individuals with disabilities and other underrepresented populations when appropriate, ultimately benefiting our clients through enhanced service and innovation

MISSION

IMA will cultivate and embrace IMA's diverse and inclusive culture as we work to protect assets and make a difference for our associates, clients and communities.

VISION

IMA will celebrate the unique experiences and backgrounds of IMA associates and clients to establish an inclusive culture and create an unbridled difference in our community.



“ Complicated problems require a depth of thought, a culture where everyone's opinion matters and a culture of accountability. To me, that sets IMA apart.

- Paul Washington,
Executive Vice
President, IMA

STRUCTURE & GOVERNANCE

Leadership

IMA's commitment to DEI starts at the top, with engagement from executive leadership and structures that ensure objectives remain prioritized. In 2022, Chairman and CEO **Rob Cohen** was the recipient of the Denver Business Journal DEI Awards for his personal contributions at IMA and within the community. Additionally, DEI at IMA is overseen by the Director of Diversity, Equity and Inclusion, a role which is responsible for the strategic plan driving this important work and reports directly to executive leadership. IMA is also dedicated to diversifying its board of directors. Currently, 30% of voting directors serving are women with 20% identifying as BIPOC.

DEI Committees

The IMAFG Corporate DEI Committee

The committee examines DEI work from a corporate perspective and report progress to the IMAFG Board of Directors. This committee is made up of senior leaders from throughout IMAFG and championed by Rob Cohen, Chairman & CEO.

Diversity, Equity & Inclusion Committees

Diversity, Equity & Inclusion Committees are located in several of IMA's offices. Committees lead customized efforts at the local level to advance our vision, mission, and strategy.

Associate Resource Groups

Associate Resource Groups (ARGs) are networks that enable associates with common backgrounds, interests, experiences and characteristics to come together and make IMA an even better, more inclusive place to work. Groups currently in operation at IMA include:

Women's Network+

An ARG focused on elevating IMA as the employer of choice for women by building and sustaining a supportive environment, raising awareness of women's experiences in the workplace and developing future leaders.

PRIDE+

An ARG dedicated to building a supportive and affirming atmosphere for lesbian, gay, bisexual, transgender and queer (LGBTQ+) associates and allies.



PARTNERSHIPS

Chambers of Commerce

IMA seeks active partnership with diverse Chambers of Commerce in our various markets, establishing relationships with entities whose focus and resources align with IMA's associate-led efforts. Current partnerships are in place with the Mid America LGBT Chamber of Commerce and the Colorado LGBTQ Chamber of Commerce.

Recruiting Partners

To diversify IMA's talent pool and actively source candidates representing a variety of backgrounds and experiences, the following partnerships are in place:

- + **Safari:** A career placement service dedicated to creating opportunities for a diverse pool of job seekers for the insurance industry.
- + **SMU Life After Ball:** A program geared towards introducing scholar-athletes to professional organizations for internships and entry-level roles.

Strategic Intern Recruitment: Dedicated recruitment efforts in place at Historically Black Colleges and Universities (HBCUs) and Hispanic-serving institutions (HSIs) to ensure outreach efforts reach underrepresented populations.

COMMUNITY IMPACT

IMA gives back to the communities where we live and work through our philanthropic arm, The IMA Foundation. Focusing on supporting organizations in advancing youth, education and arts and culture, the IMA Foundation benefits these causes through grant funding and tailored programs. Additionally, by equipping associates with options for how they give back, both monetarily and with their time, IMA seeks to meet the diverse needs of our varying communities with a flexible approach.

Associate-led programs include:

- + **IMA Matching Gifts Program:** \$1,000 per associate, to match associate contributions to any eligible nonprofit
- + **Tragedy Support Matching Gifts Program:** \$500 per associate, to increase the impact of associate efforts during times of great need, supporting the victims of tragic events
- + **Dollars for Doers:** \$500 grant to eligible nonprofits for every 20 hours volunteered by an associate at that nonprofit
- + **Difference Maker Committees:** Teams of volunteers who plan and organize community involvement opportunities in each of IMA's markets

Overall, in 2022, IMA and its associates donated nearly \$200,000 to local communities and committed over 7,500 volunteer hours.

INCLUSIVE & EQUITABLE BENEFITS

At IMA, we respect and celebrate the individuality of our associates and their families. To ensure our benefits reflect the inclusivity of our culture, we continually evaluate offerings and strive to make improvements to remain best-in-class.

Benefits available include, but are not limited to:

- + Multiple health plan options
- + An associate stock purchase program
- + Retirement savings plan
- + Income protection
- + Continuing education and designation stipends, per IMA's Education Policy
- + Gym reimbursement program
- + App-based access to fertility, family planning and women's health support
- + Flexible work arrangements
- + Unlimited PTO and a tenure-based sabbatical program

